

## INVOICE



**WXII**  
**700 Coliseum Drive**  
**Winston-Salem, NC 27106**  
**Main: (336)721-9944**  
**Billing: (410)338-6432**

www.wxii12.com

Billing Address:

**Greer Margolis Mitchell Burns**  
**Attention: Accounts Payable**  
**1010 Wisconsin Ave, Suite 800**  
**Washington, DC 20007**

Send Payment To:

**WXII**  
**PO Box 26888**  
**Lehigh Valley, PA 18002-6888**

Invoice #	Invoice Date	Invoice Month	Invoice Period
938082-1	09/09/12	September 2012	08/27/12 - 09/03/12

Station	Account Executive	Sales Office	Sales Region
WXII	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Obama/D/President	SKED A	1523

Flight Dates	Order #	Alt Order #
08/28/12 - 09/03/12	938082	07893645

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																						
1	08/28/12	08/31/12	NBC Today Show	7-9am	-TWTF--	:30	3	\$800.00	NM																																																																						
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Advertiser	Obama/D/President	Product	SKED A	Estimate Number	1523		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
5	08/28/12	08/31/12	NBC Today Show II	10A-12N	--TWTF--	:30	4	\$100.00	NM
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Rate Spots/Week</b>									
3	WXII	W	08/29/12	11:52 AM NBC Today Show II	10A-12N	:30	0FA12G102H	\$100.00	NM
2	WXII	Th	08/30/12	10:30 AM NBC Today Show II	10A-12N	:30	0FA12G102H	\$100.00	NM
4	WXII	F	08/31/12	10:56 AM NBC Today Show II	10A-12N	:30	0FA12G102H	\$100.00	NM
6	08/28/12	08/31/12	M-F WXII 12 News @ Noon-12-1pm		--TWTF--	:30	4	\$250.00	NM
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Rate Spots/Week</b>									
1	WXII	Tu	08/28/12	12:12 PM M-F WXII 12 News @ Noon	12-1pm	:30	0FA12G102H	\$250.00	NM
3	WXII	W	08/29/12	12:42 PM M-F WXII 12 News @ Noon	12-1pm	:30	0FA12G102H	\$250.00	NM
4	WXII	Th	08/30/12	12:53 PM M-F WXII 12 News @ Noon	12-1pm	:30	0FA12A093H	\$250.00	NM
2	WXII	F	08/31/12	12:24 PM M-F WXII 12 News @ Noon	12-1pm	:30	0FA12A093H	\$250.00	NM
7	09/03/12	09/03/12	M-F WXII 12 News @ Noon-12-1pm		M-----	:30	1	\$250.00	NM
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Rate Spots/Week</b>									
1	WXII	M	09/03/12	12:55 PM M-F WXII 12 News @ Noon	12-1pm	:30	0FA12G102H	\$250.00	NM
8	08/28/12	08/31/12	M-F 1-2P		--TWTF--	:30	1	\$300.00	NM
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Rate Spots/Week</b>									
1	WXII	Tu	08/28/12	1:31 PM M-F 1-2P	1-2P	:30	0FA12A093H	\$300.00	NM
9	08/28/12	08/31/12	ANDERSON COOPER 2-3P		--TWTF--	:30	4	\$100.00	NM
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Rate Spots/Week</b>									
2	WXII	Tu	08/28/12	2:40 PM ANDERSON COOPER	2-3P	:30	0FA12G102H	\$100.00	NM
1	WXII	W	08/29/12	2:51 PM ANDERSON COOPER	2-3P	:30	0FA12A093H	\$100.00	NM
3	WXII	Th	08/30/12	2:37 PM ANDERSON COOPER	2-3P	:30	0FA12G102H	\$100.00	NM
4	WXII	F	08/31/12	2:35 PM ANDERSON COOPER	2-3P	:30	0FA12G102H	\$100.00	NM
10	08/28/12	08/31/12	M-F 3-4P		--TWTF--	:30	4	\$250.00	NM
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Rate Spots/Week</b>									
3	WXII	Tu	08/28/12	3:28 PM M-F 3-4P	M-F 3-4P	:30	0FA12G102H	\$250.00	NM
4	WXII	W	08/29/12	3:24 PM M-F 3-4P	M-F 3-4P	:30	0FA12G102H	\$250.00	NM
2	WXII	Th	08/30/12	3:09 PM M-F 3-4P	M-F 3-4P	:30	0FA12G102H	\$250.00	NM
1	WXII	F	08/31/12	3:26 PM M-F 3-4P	M-F 3-4P	:30	0FA12G102H	\$250.00	NM
11	08/28/12	08/31/12	M-F WXII 12 News @ 5 p5-6pm		--TWTF--	:30	4	\$600.00	NM
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Rate Spots/Week</b>									
2	WXII	Tu	08/28/12	5:42 PM M-F WXII 12 News @ 5 pm	5-6pm	:30	0FA12A093H	\$600.00	NM
1	WXII	W	08/29/12	5:38 PM M-F WXII 12 News @ 5 pm	5-6pm	:30	0FA12G102H	\$600.00	NM
4	WXII	Th	08/30/12	5:42 PM M-F WXII 12 News @ 5 pm	5-6pm	:30	0FA12A093H	\$600.00	NM

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Advertiser	Product	Estimate Number	
Obama/D/President	SKED A	1523	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
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Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WXII F 08/31/12 5:13 PM M-F WXII 12 News @ 5 pm 5-6pm :30 OFA12A093H \$600.00 NM									
12	09/03/12	09/03/12	M-F WXII 12 News @ 5 p5-6pm		M-----	:30	1	\$600.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 M----- 1 \$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 09/03/12 M-F WXII 12 News @ 5 pm 5-6pm :00 <del>\$600.00</del> NM Credited									
13	08/28/12	08/31/12	M-F WXII 12 News @ 6 p6-630pm		-TWTF--	:30	4	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/27/12 09/02/12 -TWTF-- 4 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Tu 08/28/12 6:22 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12G102H \$800.00 NM 2 WXII W 08/29/12 6:14 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12A093H \$800.00 NM 3 WXII Th 08/30/12 6:14 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12G102H \$800.00 NM 4 WXII F 08/31/12 6:21 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12G102H \$800.00 NM									
14	09/03/12	09/03/12	M-F WXII 12 News @ 6 p6-630pm		M-----	:30	1	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 M----- 1 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 09/03/12 6:22 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12A093H \$800.00 NM									
15	09/01/12	09/01/12	Sa WXII 12 News @ 6 pm6-630pm;		-----S-	:30	1	\$400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/27/12 09/02/12 -----S- 1 \$400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Sa 09/01/12 6:20 PM Sa WXII 12 News @ 6 pm 6-630pm; :30 OFA12A093H \$400.00 NM									
16	09/02/12	09/02/12	Su WXII 12 News @ 6 pm6-630pm		-----S	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/27/12 09/02/12 -----S 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Su 09/02/12 6:23 PM Su WXII 12 News @ 6 pm 6-630pm :30 OFA12G102H \$500.00 NM									
17	08/28/12	08/31/12	Inside Edition	7-730pm	-TWTF--	:30	3	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/27/12 09/02/12 -TWTF-- 3 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII W 08/29/12 7:13 PM Inside Edition 7-730pm :30 OFA12G102H \$800.00 NM 2 WXII Th 08/30/12 7:22 PM Inside Edition 7-730pm :30 OFA12G102H \$800.00 NM 3 WXII F 08/31/12 7:15 PM Inside Edition 7-730pm :30 OFA12G102H \$800.00 NM									
18	08/28/12	08/31/12	Entertainment Tonight	730-8pm	-TWTF--	:30	4	\$600.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/27/12 09/02/12 -TWTF-- 4 \$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Tu 08/28/12 7:40 PM Entertainment Tonight 730-8pm :30 OFA12G102H \$600.00 NM 3 WXII W 08/29/12 7:56 PM Entertainment Tonight 730-8pm :30 OFA12G102H \$600.00 NM 4 WXII Th 08/30/12 7:56 PM Entertainment Tonight 730-8pm :30 OFA12G102H \$600.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser)

**INVOICE**

Send Payment To:

**WXII**  
**PO Box 26888**  
**Lehigh Valley, PA 18002-6888**

www.wxii12.com

Invoice #	Invoice Date	Invoice Month	Invoice Period
938082-1	09/09/12	September 2012	08/27/12 - 09/03/12
Advertiser	Product	Estimate Number	
Obama/D/President	SKED A	1523	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																								
18	08/28/12	08/31/12	Entertainment Tonight	730-8pm	-TWTF--	:30	4	\$600.00	NM																																																								
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19	09/01/12	09/01/12	Entertainment This Week 7-8pm		-----S-	:30	1	\$300.00	NM																																																								
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20	08/28/12	08/28/12	AGT	8-10P	-T-----	:30	1	\$2,800.00	NM																																																								
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21	08/28/12	09/02/12	M-Su WXII 12 News @ 11-1135pm		-TWTFSS	:30	3	\$800.00	NM																																																								
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Total Spots							51																																																										

**Payment Terms 30 Days**

<u>Gross Total</u>	<b>\$25,050.00</b>
<u>Agency Commission</u>	<b>\$3,757.50</b>
<u>Net Amount Due</u>	<b>\$21,292.50</b>